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In this Issue

- ▶ [Savouring SANPELLEGRINO Sparkling Fruit Beverages](#)
- ▶ [Growing Family Business](#)

In Other News

Caps and closures shrink in size:

Do more with less. It's a familiar mantra — and one that applies quite literally when it comes to caps and closures. [READ MORE...](#)

Companies unveil packaging innovations:

Seattle's Best, PepsiCo, and others share innovations in packaging that have worked in the market. [READ MORE...](#)

Rebranding, new packaging and new sizes spark sales:

While new product launches have been in a decline, rebranding, new packaging and new sizes all played a role in beverages popping off the shelf as consumers remain cautious with their discretionary spending. [READ MORE....](#)

Pass it on

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Savouring SANPELLEGRINO Sparkling Fruit Beverages

This product is nothing new to Italian consumers of fine mineral waters. These delicious sparkling fruit beverages are made with real fruit juice and are a great alternative to carbonated soft drinks. Joining a host of Costco products last year, SANPELLEGRINO Sparkling Fruit Beverages have enjoyed steady growth for the past year that we have been working with the product.



More than a great product, this variety pack is presented to the market in great packaging. A high-quality, vibrant, easy to recognize print-registered shrink film is proven to be a great vehicle to market a great product once again. Of course, as the best company to apply print-registered film in Western Canada we have seen numerous examples of this. From at least 10% to 90% increase in sales volumes, we continue to see printed shrink film as a great way to present a professional image to the market.

Often, there is a significant cost savings when compared with a high-graphic corrugate or paperboard carton, we are able to use a plain Kraft tray and apply the film over the package to create a fantastic visual for consumers. In this case, we receive the Lemon and Orange product in bulk, and variety pack 12 cans of each flavour into a 24 can variety pack with printed shrink film as the finishing touch. We apply date coding as needed to maintain lot integrity and complete traceability.

In this format, it presents very well on shelf and provides the consumer an easy to identify product for repurchase. Go to your local Costco and try some of this amazing product – add a little Italian sparkle to your life! It will be easy to find - just look for amazing GRAPHICS!

Growing Family Business

Bullseye packaging continues to grow year over year consistently from the first days we opened. Each year brings more happy clients and exciting packaging to the market - implemented with excellence, of course.

But this entry is about a different kind of growth... we are growing our family at home! I will be travelling with my family to China to adopt our youngest son, Samuel Ruicheng Joseph Peters (3) from Changsha, Hunan Province. Samuel joins his older siblings James (15), Faith (10), Grace (8), and Garnet (6). It has been a pleasure to be a part



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Bullseye Packaging - Newsletter

of the growth of the Bullseye family and to have their support in welcoming our son home.

Thank you BULLSEYE - Sincerely - Stephen Peters, General Manager.

Bullseye Packaging

Stephen Peters - General Manager

#519 - 6388 Unsworth Road
Chilliwack, BC V2R 5M3

Phone: 604-858-5533

Fax: 604-858-5355

E-mail: speters@bullseyepackaging.ca

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